PURPOSE OF THE PROJECT

▸ The purpose of this project is to analyze mobile sales performance and provide actionable insights to support business decision-making. It aims to monitor revenue trends, product demand, regional sales distribution, and customer behavior. This enables the identification of high-performing products, underperforming segments, and seasonal trends, and helps optimize inventory, marketing strategies, and sales operations

PROBLEM STATEMENT

▶ The mobile retail industry faces challenges such as fluctuating demand, diverse customer preferences, and multiple sales channels. Business managers require a unified and interactive way to analyze sales data to:

▶ Identify top-performing mobile models and brands.

▶ Track sales growth and revenue trends over time.

▶ Understand customer preferences and ratings.

▶ Evaluate sales by payment method and region.

▶ Make data-driven decisions to optimize stock levels, promotions, and marketing strategies.